

Amendments to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

In the Claims:

1. (Currently amended) A method for increasing web site traffic using a computer comprising:

(a) providing a web site at which a game is played or at which a sweepstakes is entered or at which a product promotion is being conducted in which said game or sweepstakes or product promotion involves exposing a hidden image;

(~~b~~a) providing a game piece to at least one individual; ~~and~~

(~~c~~b) providing a web site, wherein ~~the~~ said individual interacts with ~~the~~ said web site with ~~the~~ said game piece;

(~~d~~e) wherein ~~the~~ said game piece includes a selectively camouflaged image;
and

(~~e~~d) wherein ~~the~~ said individual places ~~the~~ said game piece in proximity to a light source of said computer to reveal ~~the~~ said selectively camouflaged image to determine a winning status of ~~the~~ said game piece.

2. (Currently amended) The method of claim 1, further comprising the step of providing ~~the~~ said web site with at least one region consisting essentially of a primary color.

3. (Currently amended) The method of claim 1, wherein said image comprising information relates ~~relating~~ to a contest.
4. (Currently amended) The method of claim 1, wherein said image comprising information relates ~~relating~~ to a promotion.
5. (Currently amended) The method of claim 1, wherein said image comprising information relates ~~relating~~ to a sweepstakes.
6. (Currently amended) The method of claim 1, wherein said ~~the~~ game piece is a compact disc.
7. (Currently amended) A method for providing incentive to a participant to decode a game piece with a computer monitor comprising:
 - (a) providing a web site at which a game is played or at which a sweepstakes is entered or at which a product promotion is being conducted in which said game or sweepstakes or product promotion involves exposing a hidden image;
 - (~~b~~a) providing a game piece to at least one participant wherein said ~~the~~ game piece includes a selectively camouflaged image; and
 - (~~c~~b) providing a web site, wherein said ~~the~~ participant interacts with said ~~the~~ web site with said ~~the~~ game piece by placing said ~~the~~ game piece in proximity to a light

source of said computer monitor to reveal said ~~the~~ selectively camouflaged image to determine a winning status of said ~~the~~ game piece.

8. (Currently amended) The method of claim 7, wherein said ~~the~~ game piece is a compact disc.